

EXHIBIT 1

[FILED UNDER SEAL]

EXHIBIT 2

[FILED UNDER SEAL]

Exhibit 3

High-Strength Crown Options

BruxZir®

Solid Zirconia Crown



Gold Crown



*Porcelain and
Metal Crown*



High-Strength Crown Options View this side-by-side comparison of high-strength crown options, and then conduct your own analysis of how BruxZir crowns compare visually to traditional PFM and full-cast restorations. Patients do not like metal showing in their smile, and they will find that BruxZir crowns present a more natural-looking tooth shade.

CLOSE X

Exhibit 4



**PFM With
Metal Occlusal**



Cast Gold



**BruxZir™
Total Zirconia**

Exhibit 5



8510 Crown Crescent Ct.
Charlotte, NC 28227

P: 704.845.2401
F: 704.845.2289
TOLL FREE: 800.476.2771

CONTACT US



Strongest All-Ceramic Crown Ever Made

- Solid Zirconia / No Porcelain to Fracture
- High Translucency Zirconia
- Monolithic / Monochromatic
- Non-Metallic for Discerning Patients
- Replacement Option for Full Gold Crowns
- Backed by 7 year FREE Replacement Warranty

Product Description: The strongest All-Ceramic crown ever created. Zir-Cast is a full zirconia crown designed and milled using CAD/CAM technology. It is highly glazed and polished creating an ultrafine surface to reduce intraoral wear. Zir-Cast is stronger and more translucent than BruxZir® offering the highest quality solid zirconia crown available.

ADA Insurance Codes: Single Crown D-2740 / Bridge Abutment D-6740 / Pontic D-6245

Recommended Shade Guide: Vita Classic®, and Ivoclar Chromascop®

Recommended Cement & Technique:
Conventional or Adhesive Cementation

Product Indications:

- An esthetic alternative to posterior PFM's with metal occlusals & full cast crowns
- Conservative preparations as thin as 1mm with feather edge margins, much like a full gold crown
- Recommended for Bruxers and Grinders
- Best used for Molars Only

Product Contra-Indications: Not recommended for esthetic zones.

Benefits for the Doctor & Patient:

- Non-Metallic taste / Metal Free
- No sensitivity to hot or cold
- Comes with our longest warranty offered / 7

years

- Perfect for your patients that need a full cast crown, but demand a metal free restoration



Our Products

Removable Prosthetics

Bite Splints

- TAP III ® Appliance for Snoring & Sleep Apnea
- Comfort Zone & Comfort Zone Plus

Partial/Denture

- DuraTek featuring DurAceta®
- TriFect
- Bio V featuring Eclipse
- E.R.P. Esthetic Removable Partial

Fixed Restorations

Cosmetic

- E Max Lithium Disilicate
- BruxZir Solid Zirconia
- Zir-Cast Solid Zirconia
- Z-Sthetic featuring Zeno Zirconia®
- Atlantis Implant Abutments
- Empress
- Enamel Art
- BelleGlass

Crown & Bridge

- Captek
- Hi Sierra
- Tradition Series
- Value Series

Tools

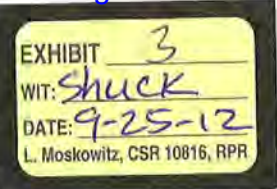
- X-Rite ShadeVision System
- Cadent iTero Digital Impressions


Product Sheet Download

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Exhibit 6



Keith Allred

From: Jim Shuck
Sent: Monday, November 28, 2011 9:13 AM
To: Keith Allred
Subject: FW: Question for you...

FYI...

-----Original Message-----

From: Bonser, Catherine [mailto:Catherine.Bonser@dentsply.com]
Sent: Saturday, November 26, 2011 11:59 AM
To: Jim Shuck
Subject: FW: Question for you...

Greetings Jim,

For some reason this email was in my spam folder. I went in to clean out the folder today and found your note, hence the delay in my response.

Here is some top line information for you. The brand research was fielded in June 2010 and reported in August 2010. We tested fixed products brands with Dentists and Dental Lab technicians.

Amongst a list of 9 fixed materials brands (porcelain, zirconia, and HSG materials)

Dental Labs: 13.7% of respondents stated they had ever used and 31.4% were familiar with the BruxZir Brand (overall ranking 8th out of 9)

Dentists: 26.3% of respondents stated they had ever used and 66.4% were familiar with the BruxZir Brand (overall ranking was 4 out of 9)

I remember being impressed at the time that after essentially being in the market for 6+ months at the time the study was fielded you had achieved this level of recognition and particularly with the dentists vs. many other well established brands. The lab rating at the time wasn't surprising because your focus was on dentists and not yet on the lab network you have now established. With dentists the key attributes were strength and durability (#2) and Product gives me a distinctive advantage (#1).

Hope this helps.

Regards,

Cathy

Catherine A. Bonser
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Exhibit 7



GL 102
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